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Name: Commissioner of Patents

Art Unit: 3621

Examiner: Firmin Backer

Phone: 703-305-0624

From: Josephine E. Chang  
Reg No. 46,083

Re: Application No. 09/923,829  
Filed August 7, 2001  
Entitled METHOD AND APPARATUS FOR INTERACTIVE ADVERTISING  
USING USER RESPONSES

File: 46894/RAG/W391

I HEREBY CERTIFY THAT THIS PAPER IS BEING FACSIMILE TRANSMITTED TO  
THE UNITED STATES PATENT AND TRADEMARK OFFICE ON November 16, 2004.

  
Lindsey Lin

\*Correspondence: Amendment; Amendment Transmittal; Copy of  
Information Disclosure Statement; Copy of Form PTO/SB/08A/B

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Return Fax to Lindsey Lin

Christie, Parker & Hale, LLP  
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Post Office Box 7088  
Pasadena, CA 91109-7088  
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PATENT

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
AMENDMENT TRANSMITTAL LETTER**

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Lindsay Lin

Applicant : Thilo Gabler Confirmation No. 1850  
Application No. : 09/923,829  
Filed : August 7, 2001  
Title : METHOD AND APPARATUS FOR INTERACTIVE ADVERTISING USING  
USER RESPONSES

Grp./Div. : 3621  
Examiner : Firmin Backer

Docket No. : 46894/RAG/W391

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Post Office Box 7068  
Pasadena, CA 91109-7068  
November 16, 2004

Commissioner:

Enclosed is an amendment to the above-identified application.

CLAIMS AS AMENDED						
	Claims Remaining After Amendment	Highest Number Paid For	Number Extra Claims	Small Entity Rate	Large Entity Rate	FEE
Total Claims Fee	22	*22	0	x \$9.00	x \$18.00	0
Independent Claims	2	**3	0	x \$44.00	x \$88.00	0
Multiple Dependent Claims ***				\$150.00	\$300.00	0
TOTAL FILING FEE						0
NO ADDITIONAL FEE REQUIRED ****	IF NO FEE REQUIRED, INSERT "0"					0
LIST INDEPENDENT CLAIMS: 1, 7						
* IF HIGHEST NUMBER PREVIOUSLY PAID FOR IS 20 OR LESS, WRITE "20" IN COLUMN 3 ** IF HIGHEST NUMBER PREVIOUSLY PAID FOR IS 3 OR LESS, WRITE "3" IN COLUMN 3 *** PAY THIS FEE ONLY WHEN MULTIPLE DEPENDENT CLAIMS ARE ADDED FOR THE FIRST TIME **** IF NO FEE REQUIRED, ADDRESS ENVELOPE TO "BOX NON-FEE AMENDMENTS"						

Attached is our check for \$ to pay the fees calculated above.

A Petition for Extension of Time and the required fee are enclosed.

**Amendment Transmittal Letter**  
**Application No. 09/923,829**

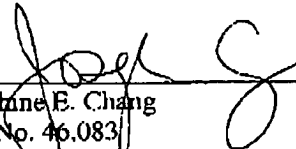
X Other enclosures: Copy of Information Disclosure Statement dated June 18, 2004 and  
copy of form PTO/SB/08A/B

The Commissioner is hereby authorized to charge any fees under 37 CFR 1.16 and 1.17 which may be required by or to give effect to this paper to Deposit Account No. 03-1728. Please show our docket number with any charge or credit to our Deposit Account. A copy of this letter is enclosed.

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

By

  
Josephine E. Chang  
Reg. No. 46,083  
626/795-9900

JEC/lal

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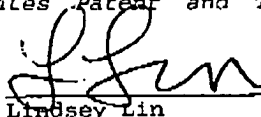
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PATENT  
RESPONSE UNDER 37 CFR 1.116  
EXPEDITED PROCEDURE  
EXAMINING GROUP 3621

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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November 16, 2004.

  
Lindsey Lin

Appl No. : 09/923,829 Confirmation No. 1850  
Applicant : Thilo Gabler  
Filed : August 7, 2001  
Title : METHOD AND APPARATUS FOR INTERACTIVE ADVERTISING  
USING USER RESPONSES  
TC/A.U. : 3621  
Examiner : Firmin Backer  
Docket No. : 46894/RAG/W391  
Customer No. : 23363

AMENDMENT AFTER FINAL ACTION

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Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Post Office Box 7068  
Pasadena, CA 91109-7068  
November 16, 2004

Commissioner:

In response to the Office action of September 17, 2004,  
please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims  
which begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.